

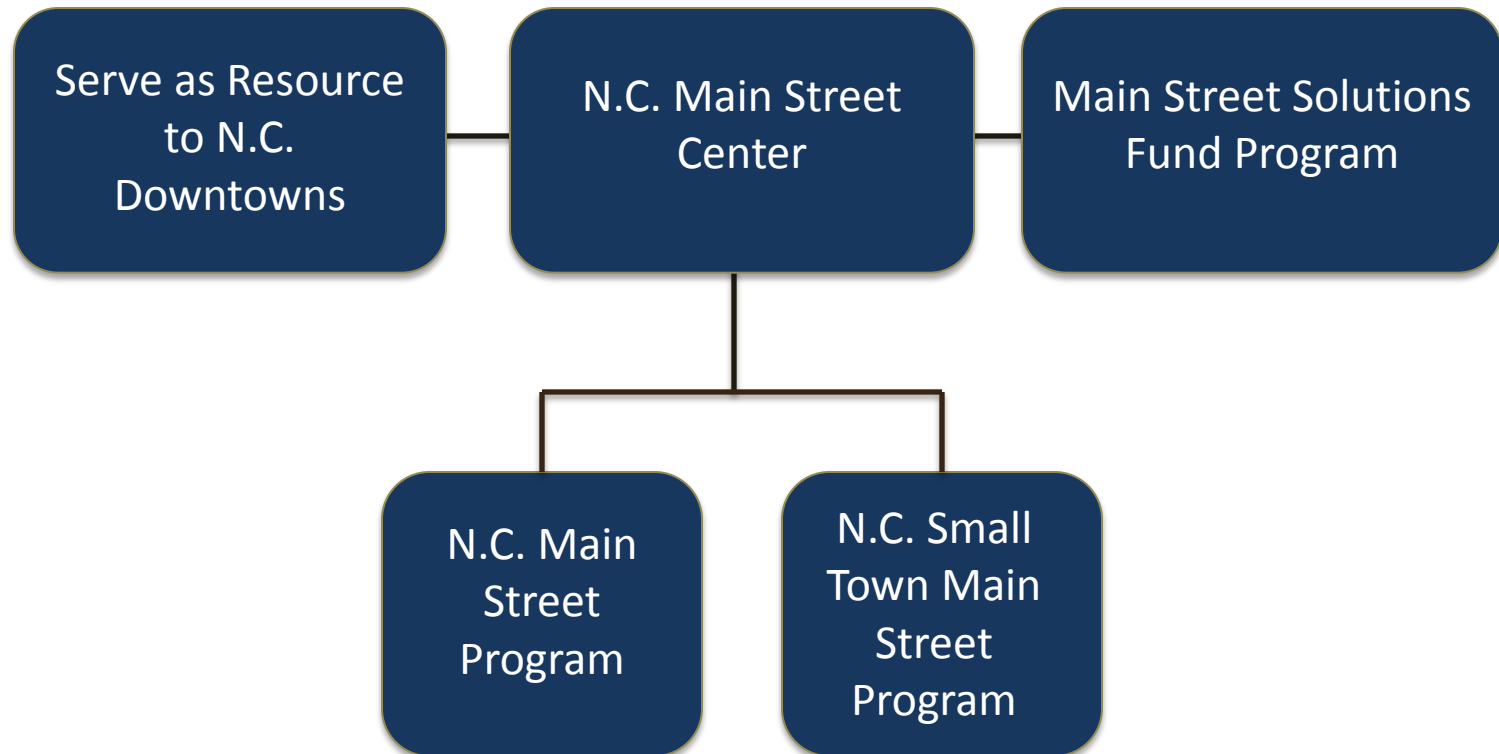
Office of Urban Development

Overview

T H R I V E
in **NORTH CAROLINA**TM

Elizabeth H. Parham, CMSM Director

N.C. Department of Commerce Office of Urban Development

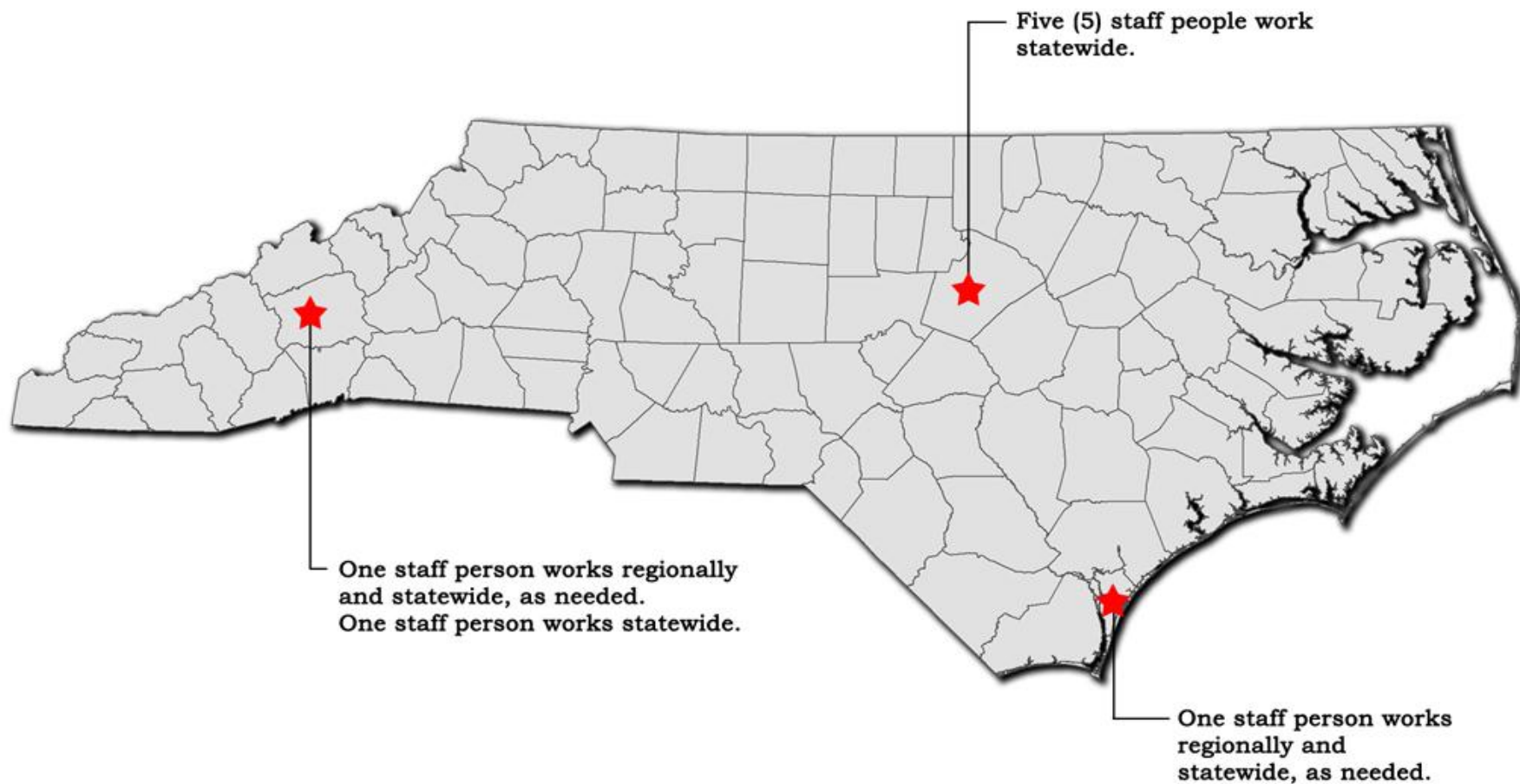


T H R I V E
in **NORTH CAROLINA™**




North Carolina
Main Street

North Carolina Urban Development Staff



★ Indicates an Urban Development Office.

Timeline of Program



1980	N.C. Main Street Center/Program Began. 5 communities originally designated for participation.
Every 2-3 years	Up to 5 additional communities designated
1989	Main Street Financial Incentive Fund State Appropriation (1 M)
2002	Office of Urban Development established for broader downtown economic development assistance
2002	Small Town Main Street Program Began in eastern N.C.
2003	Urban Redevelopment Grant - Unspent CDBG Economic Development Funds (\$3.7 M)
2004	Urban Redevelopment Grant - Unspent CDBG Economic Development Funds (\$1.7 M)
2007	Small Town Main Street Program Expanded to western N.C.
2009-10	Main Street Solutions Fund State Appropriation (\$2 M)
2010-11	Main Street Solutions Fund State Appropriation (\$1.5 M)
2011-12	Main Street Designer for Small Town Main Street (west) eliminated in budget



National Main Street
Center
a subsidiary of the
National Trust *for* Historic Preservation

Main Street®

- Created by the National Trust for Historic Preservation, a national non-profit.
- Downtown Economic Development within the context of historic preservation.
- North Carolina was one of 6 states originally selected for participation in 1980.
- Today, 46 states and over 1100 communities with Main Street® programs.

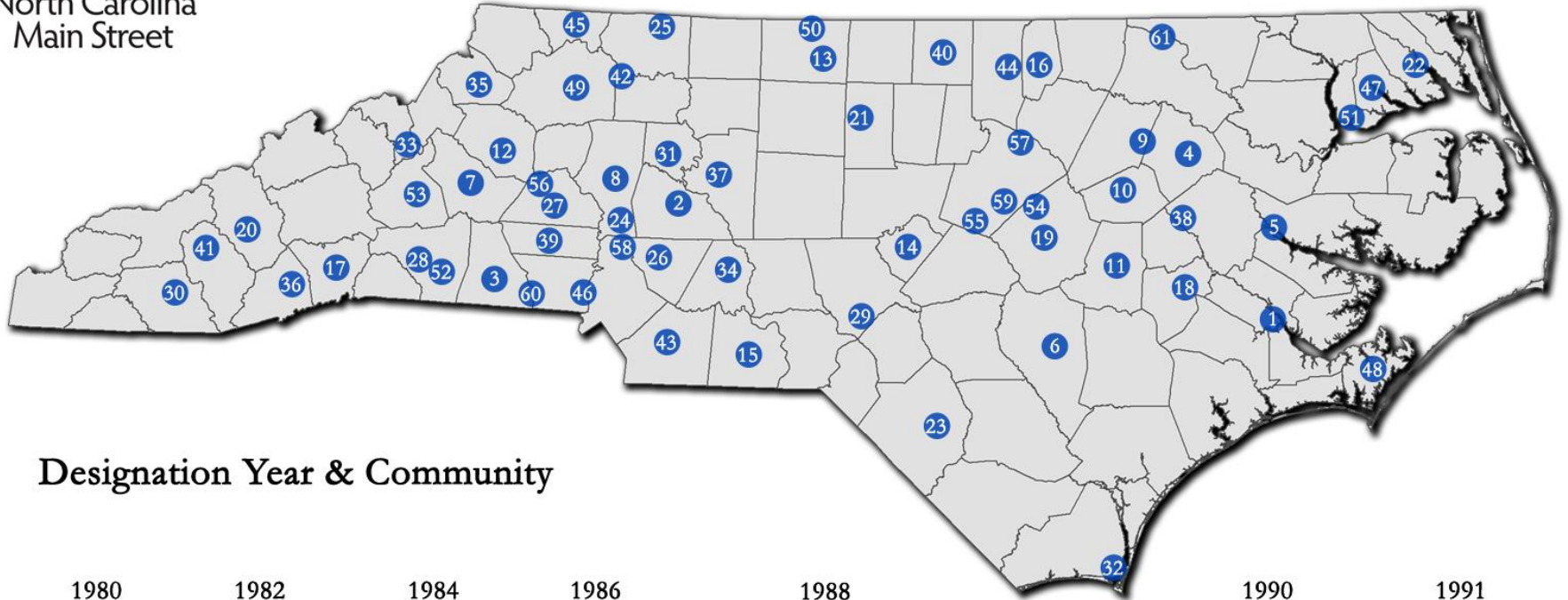


128 E. Innes Street, Salisbury



North Carolina Main Street Communities

North Carolina
Main Street



Designation Year & Community

1980	1982	1984	1986	1988	1990	1991
1 New Bern	6 Clinton	11 Goldsboro	16 Henderson	21 Burlington	26 Concord	31 Mocksville
2 Salisbury	7 Morganton	12 Lenoir	17 Hendersonville	22 Elizabeth City	27 Newton	32 Southport
3 Shelby	8 Statesville	13 Reidsville	18 Kinston	23 Lumberton	28 Rutherfordton	33 Spruce Pine
4 Tarboro	9 Rocky Mount	14 Sanford	19 Smithfield	24 Mooresville	29 Aberdeen (N-A)	
5 Washington	10 Wilson	15 Wadesboro	20 Waynesville	25 Mount Airy (N-A)	30 Franklin	
1993	1995	1998	2000	2003	2006	2009
34 Albemarle	38 Farmville	42 Elkin	46 Belmont (N-A)	50 Eden	54 Clayton	58 Davidson
35 Boone	39 Lincolnton	43 Monroe	47 Hertford	51 Edenton	55 Fuquay-Varina	59 Garner
36 Brevard	40 Roxboro	44 Oxford	48 Morehead City	52 Forest City	56 Hickory	60 Kings Mountain
37 Lexington	41 Sylva	45 Sparta	49 North Wilkesboro	53 Marion	57 Wake Forest	61 Roanoke Rapids

● Main Street Community

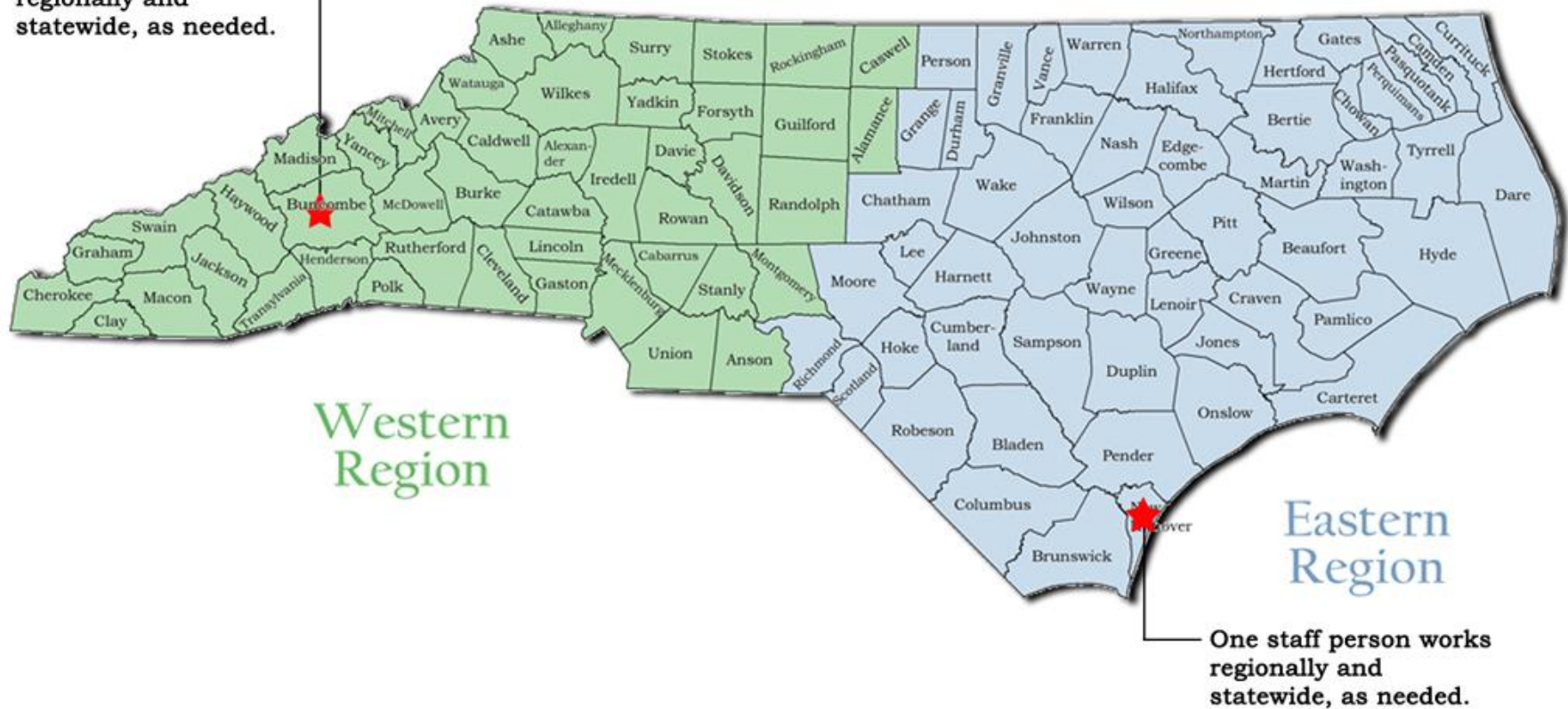
(N-A) indicates community is 'not active' in the program.



North Carolina Small Town Main Street

North Carolina
Main Street

One staff person works
regionally and
statewide, as needed.

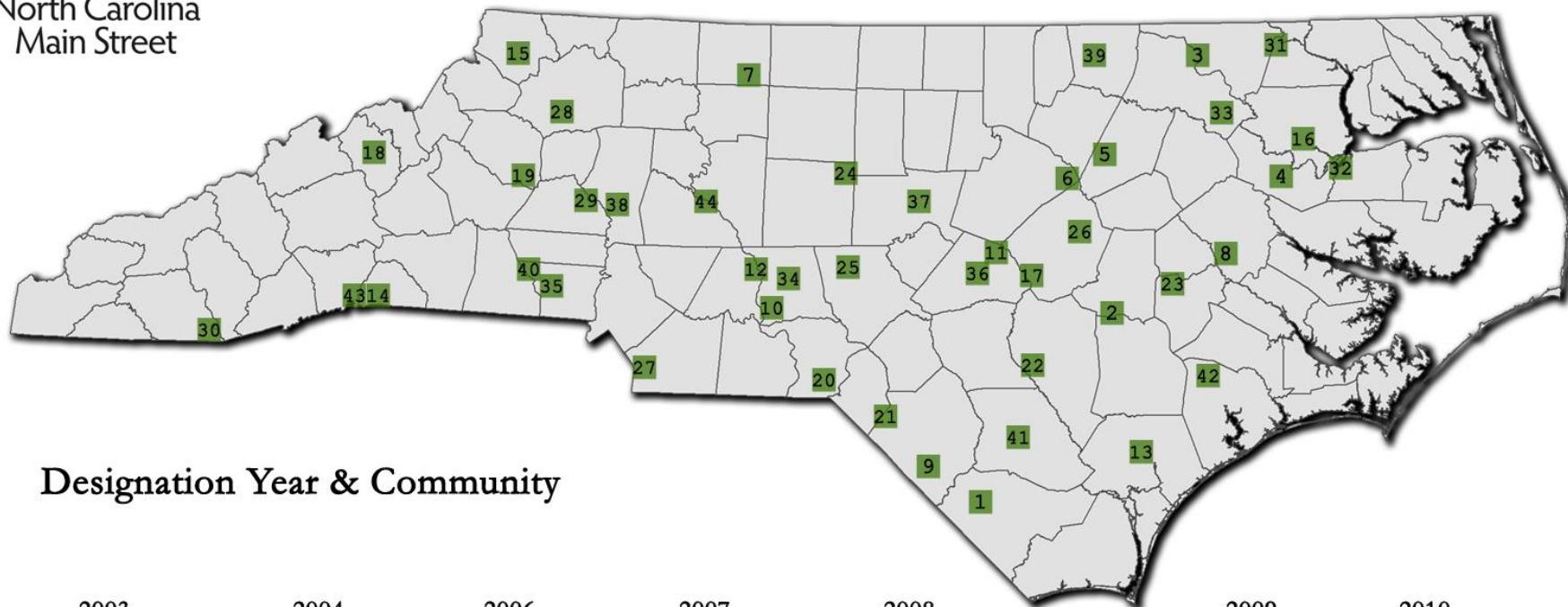


★ Indicates a Regional Office.



North Carolina
Main Street

Small Town Main Street Communities



Designation Year & Community

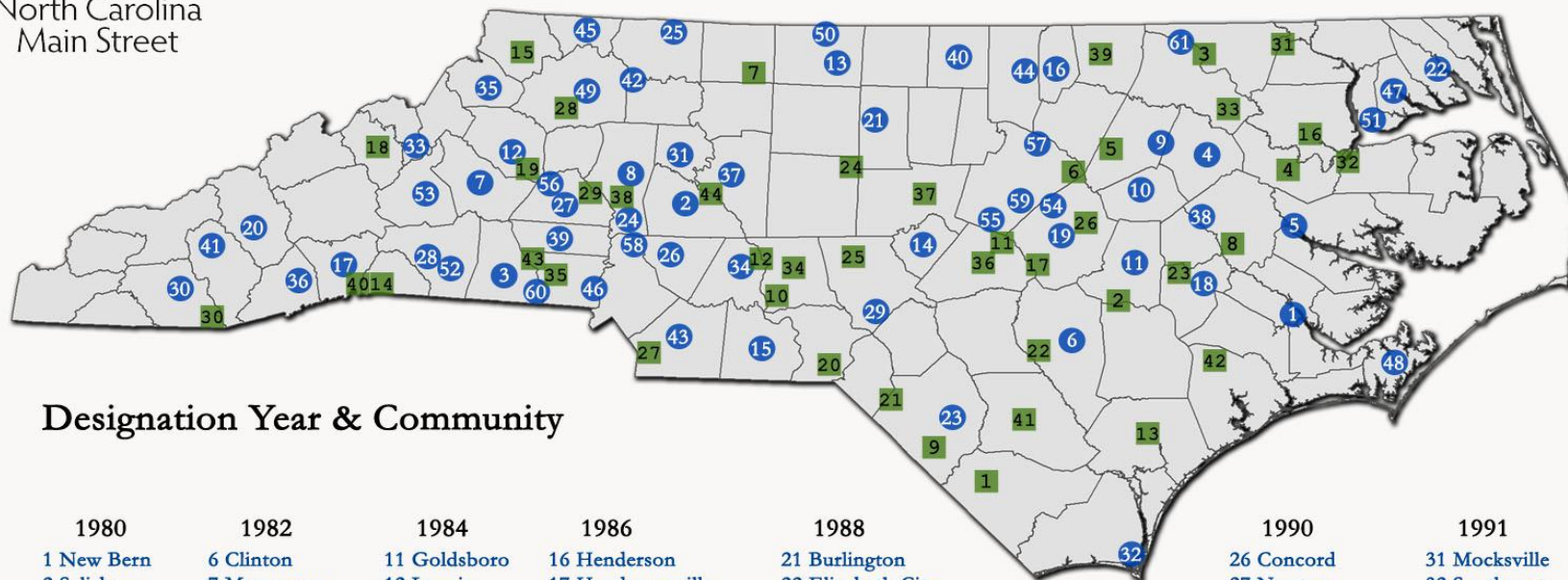
2003	2004	2006	2007	2008	2009	2010
1 Chadbourn (N-A)	5 Spring Hope	8 Ayden	11 Angier	17 Benson	23 La Grange	29 Catawba
2 Mount Olive	6 Zebulon (N-A)	9 Fairmont	12 Badin	18 Burnsville	24 Liberty	30 Highlands
3 Weldon		10 Mount Gilead	13 Burgaw	19 Granite Falls	25 Robbins	31 Murfreesboro (N-A)
4 Williamston			14 Tryon	20 Hamlet (N-A)	26 Selma	32 Plymouth
	2005		15 West Jefferson	21 Maxton (N-A)	27 Waxhaw	33 Scotland Neck
	7 Walnut Cove		16 Windsor	22 Roseboro	28 Wilkesboro	34 Troy
2011	2012					
35 Bessemer City	40 Cherryville					
36 Lillington	41 Elizabethtown					
37 Pittsboro	42 Richlands					
38 Troutman	43 Saluda					
39 Warrenton	44 Spencer					

(N-A) indicates community is 'not active' in the program.



North Carolina
Main Street

North Carolina Main Street and Small Town Main Street Communities



Designation Year & Community

1980 1 New Bern 2 Salisbury 3 Shelby 4 Tarboro 5 Washington	1982 6 Clinton 7 Morganton 8 Statesville 9 Rocky Mount 10 Wilson	1984 11 Goldsboro 12 Lenoir 13 Reidsville 14 Sanford 15 Wadesboro	1986 16 Henderson 17 Hendersonville 18 Kinston 19 Smithfield 20 Waynesville	1988 21 Burlington 22 Elizabeth City 23 Lumberton 24 Mooresville 25 Mount Airy (N-A)	1990 26 Concord 27 Newton 28 Rutherfordton 29 Aberdeen (N-A) 30 Franklin	1991 31 Mocksville 32 Southport 33 Spruce Pine
1993 34 Albemarle 35 Boone 36 Brevard 37 Lexington	1995 38 Farmville 39 Lincolnton 40 Roxboro 41 Sylva	1998 42 Elkin 43 Monroe 44 Oxford 45 Sparta	2000 46 Belmont (N-A) 47 Hertford 48 Morehead City 49 North Wilkesboro	2003 50 Eden 51 Edenton 1 Chadbourn (N-A) 2 Mount Olive	2004 52 Forest City 53 Marion 3 Weldon 4 Williamston 2005 5 Spring Hope 6 Zebulon (N-A) 7 Walnut Cove	2006 54 Clayton 55 Fuquay-Varina 8 Ayden 9 Fairmont 56 Hickory 57 Wake Forest 10 Mount Gilead
2007 11 Angier 12 Badin 13 Burgaw 14 Tryon 15 West Jefferson 16 Windsor	2008 17 Benson 18 Burnsville 19 Granite Falls 20 Hamlet (N-A) 21 Maxton (N-A) 22 Roseboro	2009 58 Davidson 59 Garner 23 La Grange 24 Liberty 25 Robbins	2010 60 Kings Mountain 61 Roanoke Rapids 26 Selma 27 Waxhaw 28 Wilkesboro 34 Troy	2011 29 Catawba 30 Highlands 31 Murfreesboro (N-A) 32 Plymouth 33 Scotland Neck 34 Troy	2012 35 Bessemer City 36 Lillington 37 Pittsboro 38 Troutman 39 Warrenton	2012 40 Cherryville 41 Elizabethtown 42 Richlands 43 Saluda 44 Spencer

Service to N.C. Downtowns

155 Communities Directly Served in 2011-2012:

- Provide Downtown Revitalization **Training, Education and Networking**
- Facilitate the Downtown **Revitalization Process**
- Provide Downtown **Resources and Funding Information**
- Administer the **Main Street Program for N.C.** and Offer **Main Street Four-Point Program®** guidance
- Provide Main Street and Small Town Main Street **Façade and Public Space Conceptual Design Assistance**
- Administer the **Main Street Solutions Fund Program**

Training & Education

- N.C. Main Street Conference & Awards Ceremony
- Main Street Basic Training
- Main Street Managers' Meetings
- On-Site Community Specific Education



Main Street Conference



Main Street Awards
(Burnsville)



Main Street Basic Training

Downtown Revitalization Process

- Downtown Strategic Planning
- Public-Private Partnership Development
- Downtown Studies and Business Development Plans
- Tools for Development
- Knowledge and Resources and Funding



Roseboro Business Recruitment Efforts, as result of studies.

Façade and Public Space Design Assistance

109 Broad Street, Statesville



Before - Full Façade



Conceptual Design



After – Full Façade



After – Cornice Detail

- Main Street and Small Town Main Street Façade and Public Space Design Assistance, resulting in economic benefit.
- Knowledge of Historic Preservation, Architecture and Materials
- Knowledge of Resources and Funding

Impact of the Main Street Program on N.C. Downtowns

FY 2011-12

- \$96 Million in public/private investment
- 334 Buildings Renovated
- 242 Façade Improvements
- 259 Businesses Net Gain
- 1,029 Jobs Net Gain

Impact of the Small Town Main Street Program on N.C. Downtowns

FY 2011-12

- \$20 Million in public/private investment
- 66 Buildings Renovated
- 81 Façade Improvements
- 105 Businesses Net Gain
- 278 Jobs Net Gain

Main Street Solutions Fund Program

- State Appropriation

N.C. Gen. Stat. § 143B-472.35

- 2009-2010 Appropriation - **\$2 Million**
- 2010-2011 Appropriation - **\$1.5 Million**
- **Communities have 3 Years** to complete projects
- A reimbursable, matching grant program (non state or federal 1:2 local match)
- Min. **\$25,000; Max. \$200,000 Grants**

Main Street Solutions Fund Program

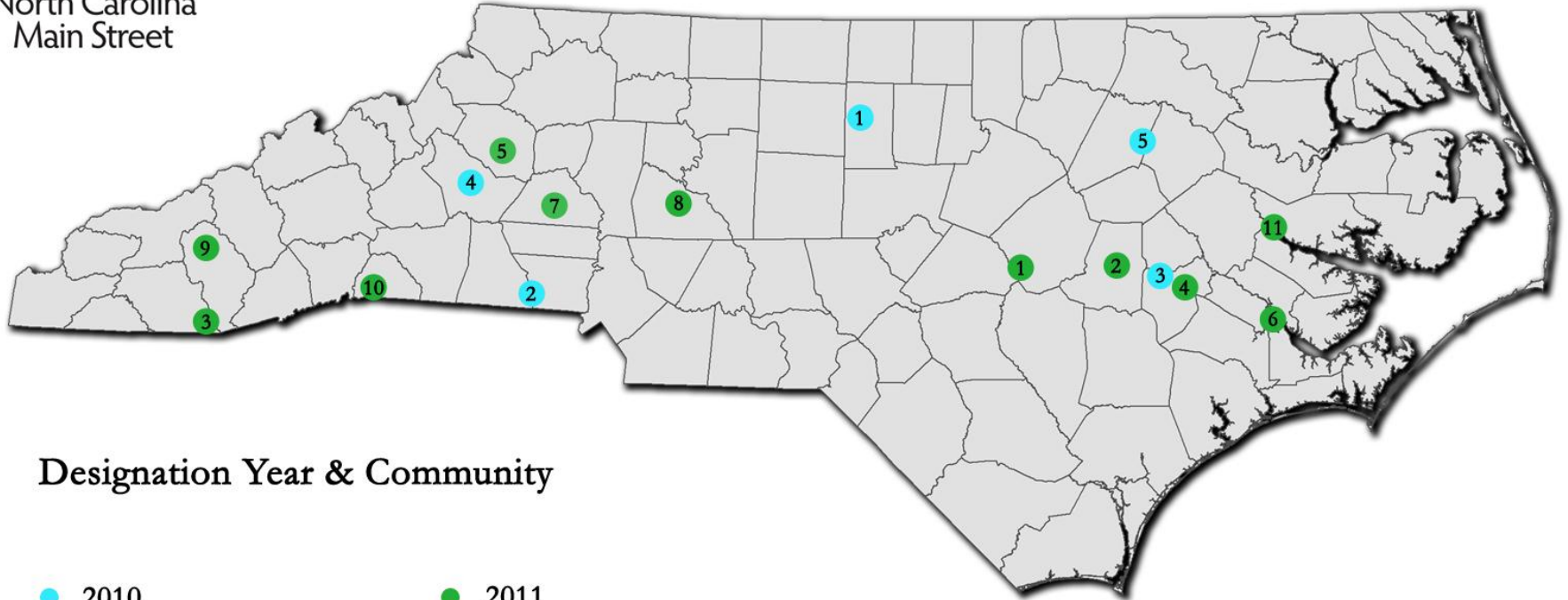
The Goals of this Program are:

- To provide direct financial benefit to small businesses.
- To retain and create jobs in association with small business.
- To spur private investment in association with small business.



North Carolina
Main Street

North Carolina Main Street Solution Fund Grant Recipients



Designation Year & Community

● 2010

- 1 Burlington
- 2 Kings Mountain
- 3 La Grange
- 4 Morganton
- 5 Rocky Mount

● 2011

- 1 Benson
- 2 Goldsboro
- 3 Highlands
- 4 Kinston
- 5 Lenoir
- 6 New Bern
- 7 Newton
- 8 Salisbury
- 9 Sylva
- 10 Tryon
- 11 Washington

Communities eligible to receive this grant must meet at least ONE of the following designations:

- a. Designated as a micropolitan in Tier 2 and 3 counties OR
- b. Designated as an ACTIVE North Carolina Main Street community in Tier 1, 2 or 3 counties OR
- c. Designated as an ACTIVE Small Town Main Street community in Tier 1, 2 or 3 counties.

Main Street Solutions Fund Program

Company Shops Market, 268 East Front Street, Burlington



Before

- 7,000 sq. ft, vacant 10 years
- \$3.2 Million
- \$298,000 MSSF Grant
- 13 FTE, 16 PTE
- Catalyst for 8 additional businesses



After

Impact of the Main Street Solutions Fund Program

- 16 Communities/15 Counties Benefit
- \$13.7 Million in Total Projects
- \$2.4 Million Grants Awarded to Date
- \$7.8 Million in Private Funds Spurred
- 54 Businesses Benefit
- 238 FTE's, 158 PTE's Retained or Created
- For every \$1 invested by the state, \$4.52 is invested by the local community.

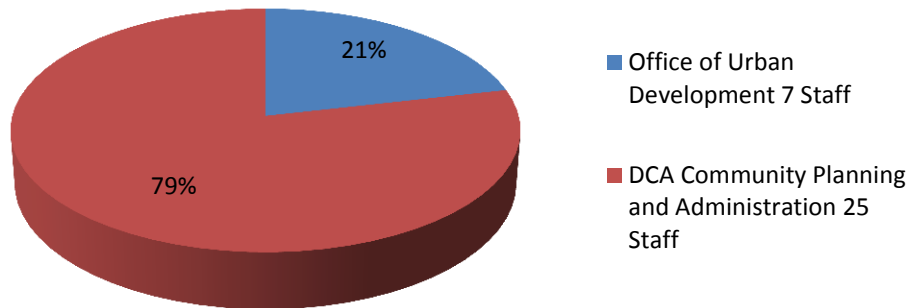
Partner Agencies

A Few Examples:

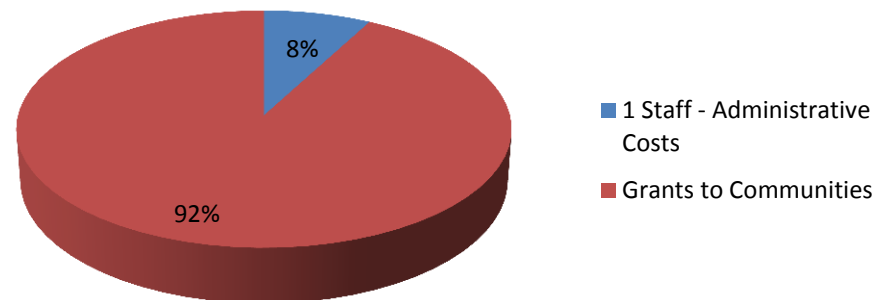
- State Government Departments and Divisions:
 - Commerce
 - Cultural Resources
 - Transportation
 - Health & Human Services
- Nonprofits:
 - National Main Street Center
 - North Carolina League of Municipalities
 - Council of Governments
 - Preservation North Carolina

Office of Urban Development Budgets

SHARED BUDGET



MAIN STREET SOLUTIONS FUND



Questions

- Elizabeth H. Parham, CMSM

Director

N.C. Department of Commerce, Office of Urban Development

(o) 919-571-4900

<http://www.nccommerce.com/cd/urban-development/main-street-program>